RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #462720
Mr. J. LaFlamme
N.H. TOBACCO

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Jeff:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	2
Ult Light 100	12300-25363	2
Lt Box 100	12300-25370	2
FF Box 100	12300-25369	2

DISPLAY DETAIL (#541865)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #051898

Product / Display Arrival:	**May 18, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$797.16**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B1G1F'

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Source: https://www.industrydocuments.ucsf.edu/docs/zfpy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)*. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$39.20 (8 (6M) case(s) @ $4.90)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0909
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	706549	BOSWORTH'S MARKET	281 MAIN ST	FREMONT	NH	03044	1			927178	(603)895-444(
112206	112220	755974	NEWMARKET GETTY	37 N MAIN ST	NEWMARKET	NH	03857	1				(603)659-326:
112208	112225	737484	FREMONTS EAT N RUN	198 MILTON RD	ROCHESTER	NH	03868	1				(603)330-000(
163803	163821	104445	THE VILLAGE STORE	RT 31	LYNDEBOROUGH	NH	03082	1				(603)654-9341
163803	163821	327791	MINUTE MART	PO BOX 72	TROY	NH	03465	1			916783	(603)242-383(
163803	163821	487018	TNT GAS CONV. INC.	RT. 101	PETERBOROUGH	NH	03458	1				(603)924-106(
163803	163821	590299	RYAN'S VARIETY	409 NASHUA ST	MILFORD	NH	03055	2			921155	(603)673-3009
163804	163822	103075	PALMERS MARKET	76 LOWELL RD	HUDSON	NH	03051	1			905799	(603)889-7896
163804	163822	103082	J-DONS STATELINE	1081 W HOLLIS ST	NASHUA	NH	03062	2			902692	(603)889-7878
163804	163822	103088	DUGAS MARKET	283 BROAD ST	NASHUA	NH	03063	1			901884	(603)882-441E
163804	163822	104411	LIZOTTE'S GROCERY	MAIN STREET	GREENVILLE	NH	03048	1			903062	(603)878-2773
163804	163822	104599	JEANNOTTES MARKET	2 COURTLAND ST	NASHUA	NH	03060	1			902726	(603)882-0161
163804	163822	233425	SAM & ANNA'S VAR	187 WEBSTER ST	HUDSON	NH	03051	1			912261	(603)889-3441
163804	163822	508107	TEMPLE ST. SUPERETT	59 TEMPLE ST	NASHUA	NH	03060	1			904649	(603)882-2841
163804	163822	565855	R & M VARIETY	89 ALLDS ST	NASHUA	NH	03060	1			909853	(603)883-8989
163804	163822	601076	MOBIL MAIN STREET	267 MAIN ST	NASHUA	NH	03060	1				(603)595-8557
163804	163822	643569	KOZY KORNER	147 LAKE ST	NASHUA	NH	03060	2			902916	(603)886-386(
163804	163822	647037	JAC'S PLACE	72 1/2 W HOLLIS S	NASHUA	NH	03060	2			921304	(603)881-762:
163804	163822	686968	KIRKPATRICK'S CORNE	125 CONCORD ST	NASHUA	NH	03060	1			924894	(603)880-8452
163804	163822	687555	SHELL FOOD MART	301 MAIN ST	NASHUA	NH	03060	2			908707	(603)882-3962
163804	163822	693248	C&J VARIETY	29 CHESTNUT ST	NASHUA	NH	03060	2			925040	(603)889-517(
163804	163822	697275	BROOKSIDE MINI	RT 101 WEST	WILTON	NH	03086	1			925123	(603)654-6733
163804	163822	703675	SO MAIN VARIETY	590 S MAIN ST	NASHUA	NH	03060	1				(603)888-4401
163804	163822	728902	GEORGE'S OF HUDSON	71 DRACUT RD	HUDSON	NH	03051	1			926394	(603)889-216(
163804	163822	743205	EAT HERE & GET GAS	620 AMHERST ST	NASHUA	NH	03063	1			9270 87	(603)889-337
163804	163822	754903	LOCK STREET MARKET	54 LOCK ST	NASHUA	NH	03060	1			903088	(603)595-490E
163804	163822	774591	THE BRIGHT SPOT	43 E DUNSTABLE RD	NASHUA	NH	03060	1			901401	(603)888-1531
163805	163820	411226	THE STORE & MORE	320 SANDOWN RD	EAST HAMPSTEAD	NH	03826	1				(603)329-4939
163805	163820	650809	U S GAS INC	362 N BROADWAY	SALEM	NH	03079	3			923177	(603)894-4111
163805	163823	657378	TEXACO QUIK STOP	RT 102 JCT 1 HAMP	LONDONDERRY	NH	03053	1				(603)425-1132
163805	163820	661045	HOWIE-GLYNN & SONS	COBBETT POND RD	WINDHAM	NH	03087	1				(603)893-3681
163805	163820	682602	COLBY CORNER MINI M	RT 121A & RT 111	E HAMPSTEAD	NH	03826	1				(603)382-2862
163805	163820	683130	SALEM CONVENIENCE	401 MAIN ST	SALEM	NH	03079	1				(603)898-6486
163805	163820	687557	KEV'S COUNTRY STORE	110 N MAIN ST	SALEM	NH	03079	1				(603)898-5436
163805	163820	724669	TOWNE LINE VARIETY	1 GIGANTE DR	HAMPSTEAD	NH	03841	1			926345	(603)329-930(
163805	163823	730143	BROTHERS CORNERS VT	34 SOUTH STREET	DERRY	NH	03038	1				(603)434-078E
163805	163820	733041	C & M GETTY	PELHAM GULF MART	PELHAM	NH	03076	1				(603)635-2826
163805	163820	767785	COUSINS CONV. STORE	116 BRIDGE ST	PELHAM	NH	03076	2			928002	(603)635-8624
163806	163823	371559	WEBSTERS FAMILY STO	707 MILFORD ROAD	MERRIMACK	NH	03054	1			915934	(603)889-4885
163806	163824	604770	UNION ST MARKET	621 UNION ST	MANCHESTER	NH	03104	1			928507	(603)668-872(
163806	163822	622539	AMHERST MOBIL	75 NASHUA ROAD	AMHERST	NH	03031	1			922252	(603)673-359(
163806	163823	643590	STEVE'S 101 MOBIL	137 AMHERST RD	BEDFORD	NH	03110	1			917815	(603)472-2763

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TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0909
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163806	163823	699056	MERRIMACK VILLAGE V	601 DANIEL WEBSTE	MERRIMACK	NH	03054	1			925412	(603)424-5371
163806	163824	718909	CIDER MILL COUNTRY	278 ROUTE 101	AMHERST	NH	03031	1				(603)673-8408
163806	163823	723710	BON BON'S MOBIL	140 DW HWY	MERRIMACK	NH	03054	1			915595	(603)882-4555
163806	163823	792393	ABBOTT'S MARKET	436 D.W. HWY	MERRIMACK	NH	03054	1			928440	(603)424-3020
163807	163826	522669	L'ITALIENS MINI MAR	ROUTE 104	NEW HAMPTON	NH	03256	2				(603)744-6446
163807	163826	676719	FRANKLIN FAST FOOD	NORTH MAIN ST	FRANKLIN	NH	03235	3			926295	(603)934-2602

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 60

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Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion.

June Is Packed with Excitement!

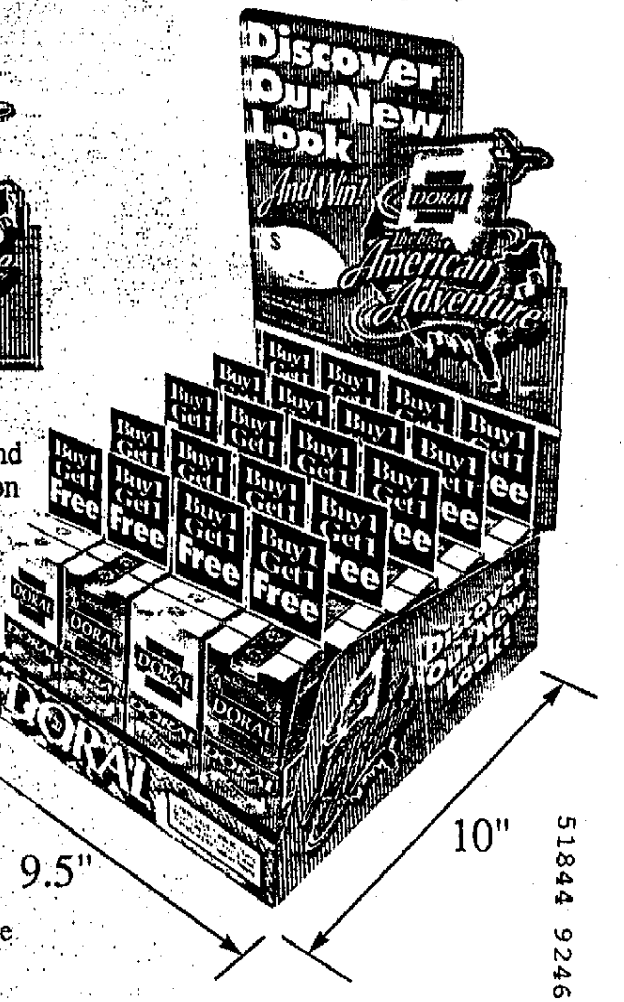
Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

2-Pack Sleeve

POS Card/ Alternate Header

Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA. AND WHERE PROHIBITED BY LAW.

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WHOLESALER PACKING INSTRUCTIONS

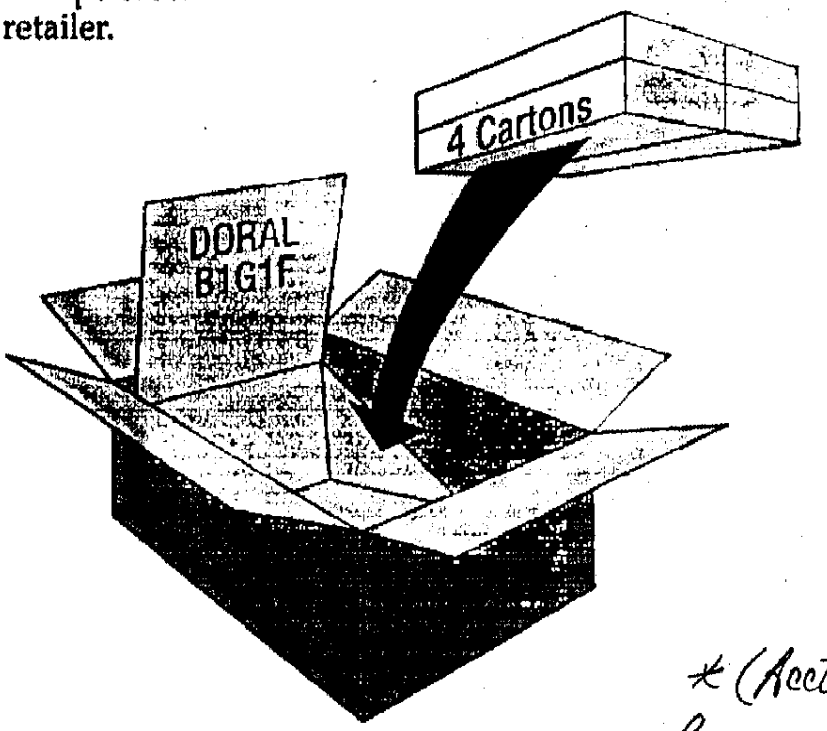
VALUE ADDED PROMOTIONS **2ND QTR.'98**

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less) Ensure Brand Mix if only 2 styles are shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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